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FOR IMMEDIATE RELEASE

Safe and Active Genesee for Everyone (SAGE) Announces Bike It, Walk It, Bus It Winners

FLINT, Mich. – Safe and Active Genesee for Everyone (SAGE) announces the winners of its Bike It, Walk It, Bus It campaign! Genesee County residents won prizes from Assenmacher’s Cycling Center, Sports Authority, MTA and the Flint Farmers Market.

In September and August, SAGE launched “Bike It, Walk It, Bus It”, a campaign to educate the community on active transportation. Through this campaign, SAGE encouraged Genesee County residents to use these active modes of transportation and log their miles at www.bikewalkbus.org to be eligible for monthly prizes.

Patricia Ledwick of Clio and Emily Kelley of Flint received \$500 Assenmacher’s Cycling Center gift certificates; Rochelle Spain of Flint and Mary Crow of Swartz Creek won \$100 Sports Authority gift cards; and Austin Baugher of Davison and Aaron Dixon of Flint won gift packs including a \$50 MTA pass and \$25 in Flint Farmers Market gift certificates.

“Bike It, Walk It, Bus It” is part of an effort to increase bicycling, walking, and busing trips in Genesee County for transportation. The campaign is intended to raise public awareness of bicycling, walking, and busing as viable transportation options, and educate Genesee County residents about how easy it can be to integrate these modes into your daily routine. By using active transportation people can experience many benefits.

“By choosing active transportation you can dramatically save money on gas and car maintenance, reach your daily fitness goals, and reduce your carbon footprint,” said Lauren Holaly, Active Living Program Director at the Crim Fitness Foundation.

Those interested in learning more about commuting by bicycle, walking or bus can log on to www.bikewalkbus.org for online resources or contact Active Living Program Associate, Theresa Roach, at the Crim Fitness Foundation at 810-235-7894 or troach@crim.org.

SAGE is a collaborative of local advocates, non-profit, private and government organizations working together to advocate for and support active living initiatives that promote safe opportunities for people to be physically active throughout Genesee County. SAGE is facilitated by the Crim Fitness Foundation and funded through a generous grant from the Ruth Mott Foundation. For more information about Safe and Active Genesee for Everyone or active living, visit www.activegenesee.org or contact Active Living Program Associate, Theresa Roach, at the Crim Fitness Foundation at 810-235-7894 or troach@crim.org.